

REQUEST FOR QUOTES:

On-Demand Transit Software, Training, Maintenance and Support

Issued May 30, 2018

Submittals are due by 4:00 PM on June 13, 2018

**Shasta Regional Transportation Agency
1255 East Street, Suite 202
Redding, CA 96001
(530) 262-6190**



Need

The Shasta Regional Transportation Agency (SRTA) serves as the Metropolitan Planning Organization (MPO) and Regional Transportation Planning Agency (RTPA) for the cities of Anderson, Redding and Shasta Lake, and the county of Shasta. SRTA studies the region's transportation needs, plans and programs transportation improvements, and pursues all potential funding sources. More information on SRTA is available on our website at: www.srta.ca.gov.

SRTA is committed to executing its mission to maximize state, federal and other revenues for cost-effective transportation investment strategies that connect communities, people and goods. It is important that SRTA reflect the values of the community it serves while maximizing potential funding opportunities. This includes identifying opportunities to improving transit services in the region.

SRTA is currently developing alternatives to provide transit services on Sundays in the greater Redding area, which will lead to the development of a business plan over the Summer/Fall of 2018. Concurrently, a study is being completed by the city of Shasta Lake to consider providing micro-transit services. Additionally, SRTA's contracted Consolidated Transportation Services Agency provider, Dignity Health Connected Living (DHCL), is in need of upgraded software to better manage transit services. Both the city of Shasta Lake and DHCL may be possible future partners for integrated software and services.

The Sunday Transit pilot project will be an on-demand transit service model utilizing ADA-accessible small buses and/or vans to provide transit services. Currently, a total of five vehicles are available for the service. Up to ten vehicles may eventually become available, depending on demand. Anticipated start date of the service is July 1, 2019, or sooner if feasible.

SRTA will likely partner with Dignity Health Connected Living (DHCL) in order to provide the transit services. DHCL is the region's Consolidated Transportation Services Agency and provides transit services Monday through Friday. Vendors should anticipate working with SRTA and DHCL staff as well as SRTA's consultants developing the business plan for project operations.

Current transit software systems are not currently set up to handle an on-demand style service. SRTA is looking for vendors who can provide the following (see Scope of Work section for more details):

- Software
- Training
- On-going Maintenance and Support
- Transit Planning (optional)

SRTA has a budget of \$50,000 for this Request for Quotes.

Intent

SRTA seeks quotes from a vendor or vendors for a software package and services that can assist the region in providing on-demand transit services for a two-year demonstration project. Project planning is anticipated to occur between July 1, 2018 and July 1, 2019. Project implementation is anticipated to occur from July 1, 2019 to June 30, 2021. It will be funded with federal and/or state funds.

Scope of Work

SRTA is interested in vendors who can provide the following:

- **Software**
 - Ability to identify a service area boundary through geo-fencing or other similar means
 - Ability to coordinate rides requested via website, mobile app, phone or in-person.
 - Ability to schedule rides in advance.
 - Ability to incorporate fare collection, including: credit/debit cards, passes/vouchers and cash.
 - * ***Vendors should include what hardware, if any, is necessary to utilize the software product, including recommended minimum specifications.***
- **Training**, which should include the training of administrators, dispatchers and drivers to perform back-end and front-end functions:
 - How to perform, manage and debug basic back-end administration and dispatching functions.
 - How to utilize front-end functions (e.g. website and mobile app) to provide instructions to users requesting assistance.
 - Training of drivers to utilize software product.
 - Vendors should indicate if they include in-person training before launch of the project to ensure service works as intended.
- **Ongoing Maintenance and Support**
 - Vendors should indicate what ongoing maintenance and support they can provide during the project, including but not limited to: debugging of software issues; regular maintenance updates; and/or software upgrades to the product during the project.
 - * ***This can be for the initial year of operations or vendors may include the second year if within the maximum \$50,000 budget.***
- **Transit Planning (Optional)**
 - Work with SRTA and DHCL to estimate potential ridership of the demonstration project based on a given service area.
 - Develop a reasonable initial project service area and potential expansion areas that could be implemented, depending on demand or realization of service goals.
 - * ***This item is optional for proposals. However, if vendors have transit planning services as part of their software services please indicate this in your quote. This must also fit within the \$50,000 budget.***

Schedule

SRTA will follow the timetable listed below:

- Issue RFQ: **Wednesday, May 30, 2018**
- Deadline for written vendor questions: **Monday, June 4, 2018 by 12:00 PM**
- Deadline for SRTA responses to vendor questions: **Tuesday, June 5, 2018 by 12:00 PM**
- Deadline for vendor quote submittals: **Wednesday, June 13, 2018 by 4:00 PM.**

RFQ Questions and Contact Person

Questions

Questions concerning this RFQ will be responded to collectively, and made available for interested applicants via the SRTA website. All inquiries must be submitted in writing no later than 12:00 PM on June 4, 2018 to the below contact person. **Questions taken from prospective vendors, and responded to by SRTA staff, will be reported on the [SRTA website](http://www.srta.ca.gov) no later than Tuesday, June 5, 2018.** Interested applicants must subscribe to SRTA's bid posting webpage at <http://www.srta.ca.gov/bids.aspx> so that they are notified of any addenda to the RFQ, or for responses to questions received.

Contact Person(s)

Sean Tiedgen
Senior Transportation Planner
stiedgen@srta.ca.gov
530-262-6185

or Daniel S. Little, AICP
Executive Director
dlittle@srta.ca.gov
530-262-6190

Quote Format and Content

The intent of this RFQ is to enable SRTA to evaluate vendor experience, qualifications, capabilities, and value. Responders are to submit a quote addressing each of the below numbered items:

1. **Transmittal Letter** signed by an officer who may contractually bind the business, including a description of the firm. The quote shall be a firm offer for a minimum of 90 days and contain a statement to that effect. The quote shall identify ongoing vendor commitments and how SRTA's needs and schedule fit within those commitments. The letter should also note how the respondent heard of the RFQ.
2. **Relevant Project Experience**
 - A. List relevant clients
 - B. Explain relevant experience and provide examples
 - C. References (Please list a minimum of three references and no more than five, including all contact information below.)
 1. Client Name
 2. Client Contact Person
 3. Phone Number and Email Address
 4. Client Physical Address
 5. Website Address
3. **Company Profile**
 - A. Number of years in business
 - B. Office location(s) (include business address(es))
 - C. Organization Chart
 - D. Rate schedule by employee and/or job or position title and other expenses for services/products, as applicable, including delineation of profit
 - E. Disadvantaged Business Enterprise (DBE) designation and certification information, if applicable

4. Team Members/Roles (list all personnel to be assigned to this project)

- A. Name, title, role (e.g., project management, public relations, web developer)
- B. Qualifications of key personnel proposed for the contract
- C. Office location of project manager/main point-of-contact

5. Work Plan that addresses the items described in the Scope of Work section above. Vendors may include other elements or services not requested, but that fit within the desired outcome and may enhance the project. Vendors should indicate if additional elements are part of a standard service package or are in addition to standard services.

6. Cost Quote inclusive of all services, overhead, and direct expenses. Fees should be based on a fixed rate, rate per vehicle per day/month, or other similar rate and be clearly indicated. Any other on-call support fees or other services should also be clearly identified.

Deliverables

To respond to this RFQ, please complete and return your quote regarding items 1-6 under the above Quote Format and Content section. SRTA requests that the submittal be no more than 20 pages total, including attachments.

Evaluation Criteria

A vendor selection committee will evaluate vendor quotes using the below evaluation criteria and will also perform random reference checks.

Table 1 – Vendor Quotes Criteria Evaluation

Criteria	Scoring
Overall Experience of Firm/Knowledge of Region	25
Qualifications of Staff	20
Work Plan Responsiveness	25
Value	25
DBE Participation	5
Total:	100

Vendor Selection Process

A selection committee will select a vendor or vendors by the following process:

1. Review, evaluate and score vendor(s) quotes based on the scoring criteria in Table 1.
2. Based on the evaluation criteria scoring and information received from references, the committee will select the vendor(s) quote most advantageous to the agency to provide project services.
3. The highest ranked vendor(s) may be invited to participate in a phone or in-person interview at the discretion of the selection committee.
4. SRTA will work with selected vendor(s) on contracting and payment.

****Note – Final execution of a contract with a vendor will be dependent on SRTA Board of Directors approval to move on to the business plan phase of the project on June 19, 2018.***

Response Deadline

The deadline for quotes is **Wednesday, June 13, 2018, at 4:00 PM**. Quotes may be submitted electronically to srta@srta.ca.gov, by mail or in person. Postmarks are not acceptable.

Submittals provided after the specified deadline will not be accepted—no exceptions. SRTA reserves the right to request follow-up information or clarification from vendors in consideration.

Other Information

Each response to this RFQ, and any resultant interviews, and follow-up scoping and/or negotiating meetings/sessions, shall be done at the sole cost and expense of each respondent vendor and with the express understanding that no claims against SRTA for reimbursement will be accepted until work on a specific project commences after the execution of the technical services agreement and issuance of a Notice to Proceed.

SRTA reserves the right to reject any or all quotes, and to waive any informality, technical defect, or clerical error in any quote at SRTA's discretion. Solicitation of quotes in no way obligates SRTA to contract with any firm or individual. The decision to approve and award a contract is at the discretion of the SRTA Executive Director or SRTA Board of Directors.

Payment Options

Payments options for this contract include either as a fixed-cost, a subscription rate (i.e. cost per vehicle, etc.), or as a combined fixed-cost plus subscription rate.